

***Business Survey:
Report on Community Policing***

Prepared for



Greater Sudbury Police Service

"Our Community Our Commitment"

"Notre Communauté - Notre Engagement"

By



2010

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M e t h o d o l o g y & L o g i s t i c s

Overview

- The following represents the findings of a survey conducted by Oraclepoll Research Limited for the Greater Sudbury Police Service. It is a follow up to a baseline survey conducted in 2007 and tracked in 2010.
- The objective of the project was to gauge and track the opinions of City of Greater Sudbury businesses on a series of issues relating to policing.

Study Sample

- A total of 100 City of Greater Sudbury area businesses were interviewed between the days of June 21st and July 7th 2010.
- The margin of error for this survey is $\pm 9.8\%$, 19/20 times.

Survey Method

- The surveys were conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

E x e c u t i v e S u m m a r y

Top of Mind Crime Issues

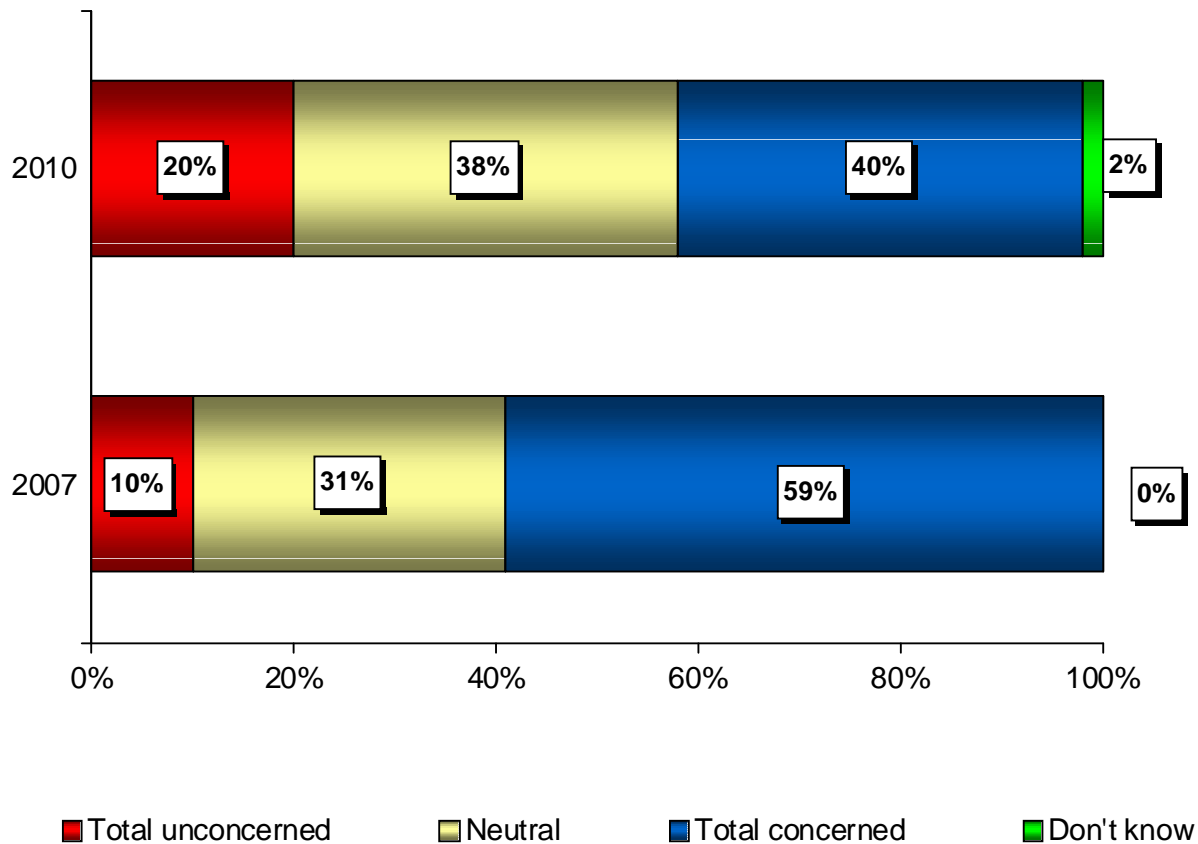
Businesses were first asked what they considered to be the **most important issue related to crime and policing** in City of Greater Sudbury.

2010 - Top 10 Responses	2010	2007
More patrols/ visibility / police officers	18%	23%
Don't know	18%	12%
Drugs	14%	6%
Safety / safety on the streets	12%	13%
Break and enters / thefts	11%	6%
Traffic / speeding	7%	-
Response time	5%	4%
Vandalism	4%	9%
Youth crime	3%	9%
Justice / punishment / sentencing	2%	3%
Violence / violent crimes	2%	-

Having more patrols and police visibility remains the number one issue related to crime and policing, while drug related issues are now the second most named group of concerns. Other notable mentions included safety, break and enters, traffic/speeding, response time and vandalism.

Concern with Crime in City of Greater Sudbury

Businesses were then asked to rate their level of concern with the current level of crime in City of Greater Sudbury.



There was a significant drop in the number of business respondents (-19%) that are concerned with the current level of crime in the area compared to 2007.

In addition, 48% of those surveyed were of the opinion that crime in the City has increased in the past three years (57% in 2007), compared to 9% that said it decreased (9% in 2007), while 34% felt it has remained the same (31% in 2007). 9% did not know or were unsure (3% in 2007).

Concern with City of Greater Sudbury Issues

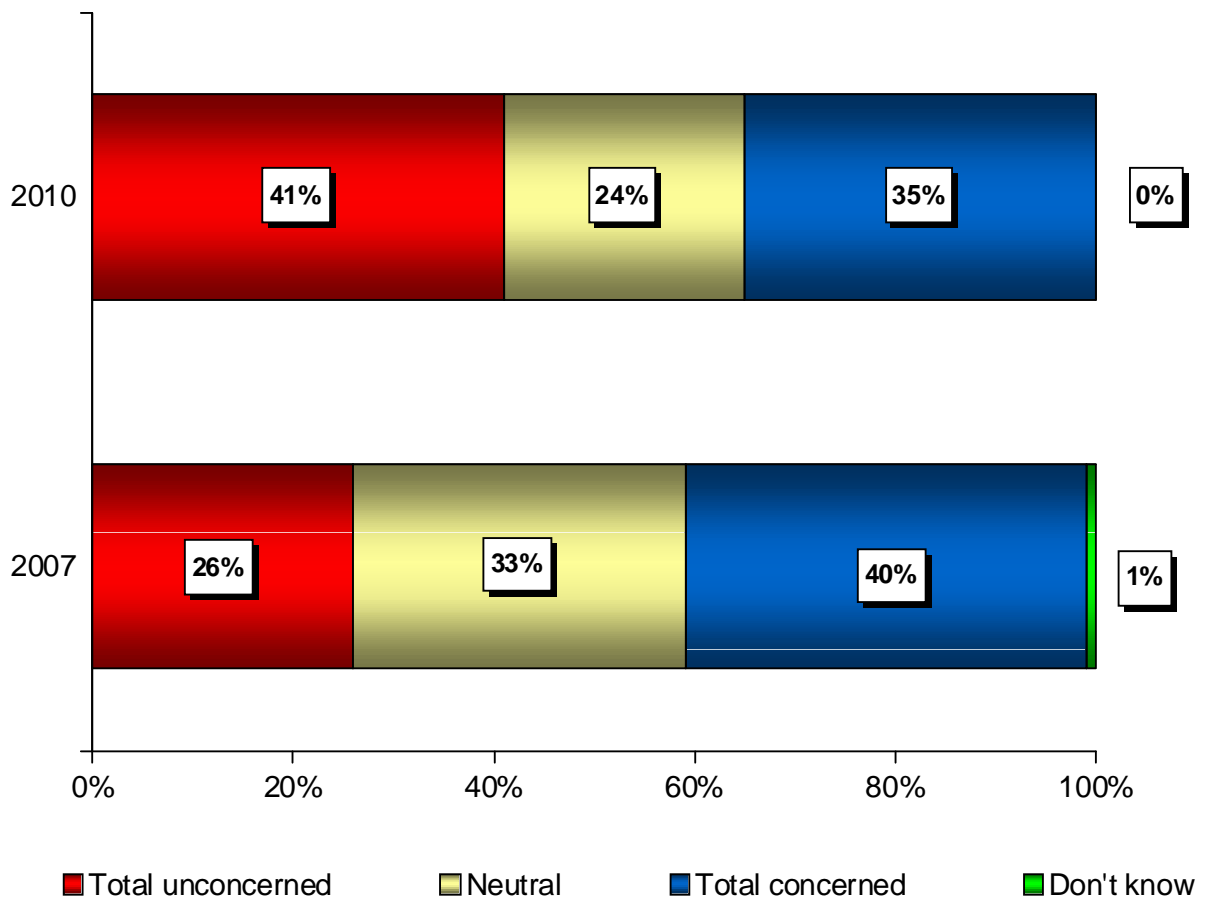
Businesses rated their level of concern in each of crime related issues within the City of Greater Sudbury.

Areas of Concern	2010	2007
	(Total concerned rating – somewhat & very)	
Aggressive and unsafe driving	72%	75%
Driving while impaired (drugs, alcohol)	69%	77%
Drug control issues (presence of drugs and drug dealers)	68%	76%
Vandalism to property	60%	84%
Break and enters / theft from homes	55%	78%
Graffiti	51%	73%
Youth violence / crime	50%	78%
Speeding	49%	52%
Theft from vehicles	46%	64%
Family violence / domestic disputes	46%	62%
Bullying	45%	66%
Assault	42%	66%
Sexual offences	41%	61%
Internet crime	40%	57%
Loitering - Groups of people hanging around corners or streets	39%	49%
Fraud and white collar crime	38%	47%
Drunk / intoxicated persons	37%	50%
Theft of vehicles	37%	48%
Organized crime	35%	47%
Homicide	32%	47%
Hate crimes	27%	40%
Noise and other disturbances	11%	9%

Overall, levels of concern are lower across the areas that were rated. However, concern among businesses was highest for aggressive or unsafe driving, closely followed by impaired driving, drug control issues and then vandalism to property. Of the lowest concern was homicide, hate crimes and noise or other disturbances,.

Concern with Neighbourhood Crime

Business owners were then asked to rate their level of concern with the current level of crime in their respective neighbourhoods where their businesses or organizations are located.



There was also a drop (-5%) in the level of concern with neighbourhood crime compared to the 2007 survey.

A total of 47% of businesses also feel that neighbourhood crime has remained the same (47% in 2007) over the past three years and another 11% said it decreased (6% in 2007). On the other hand 36% said it has increased (same as 2007) while 4% were unsure (6% in 2007).

Rating Daytime Safety

Respondents rated their level of safety when doing each of the following activities during the day.

SAFETY RATING AREAS (Excluding not applicable responses)	2010	2007
	(Total safe rating – somewhat & very)	
Being at your residence	90%	89%
Walking in your neighborhood	86%	77%
Being at your place of work	86%	87%
Driving	81%	76%
Being in public parks or other public places	75%	72%
Using public transit	63%	67%

There remains a high sense of safety with respect to taking part in daytime activities and for the most part results have remain consistent with 2007 numbers

Rating Nighttime Safety

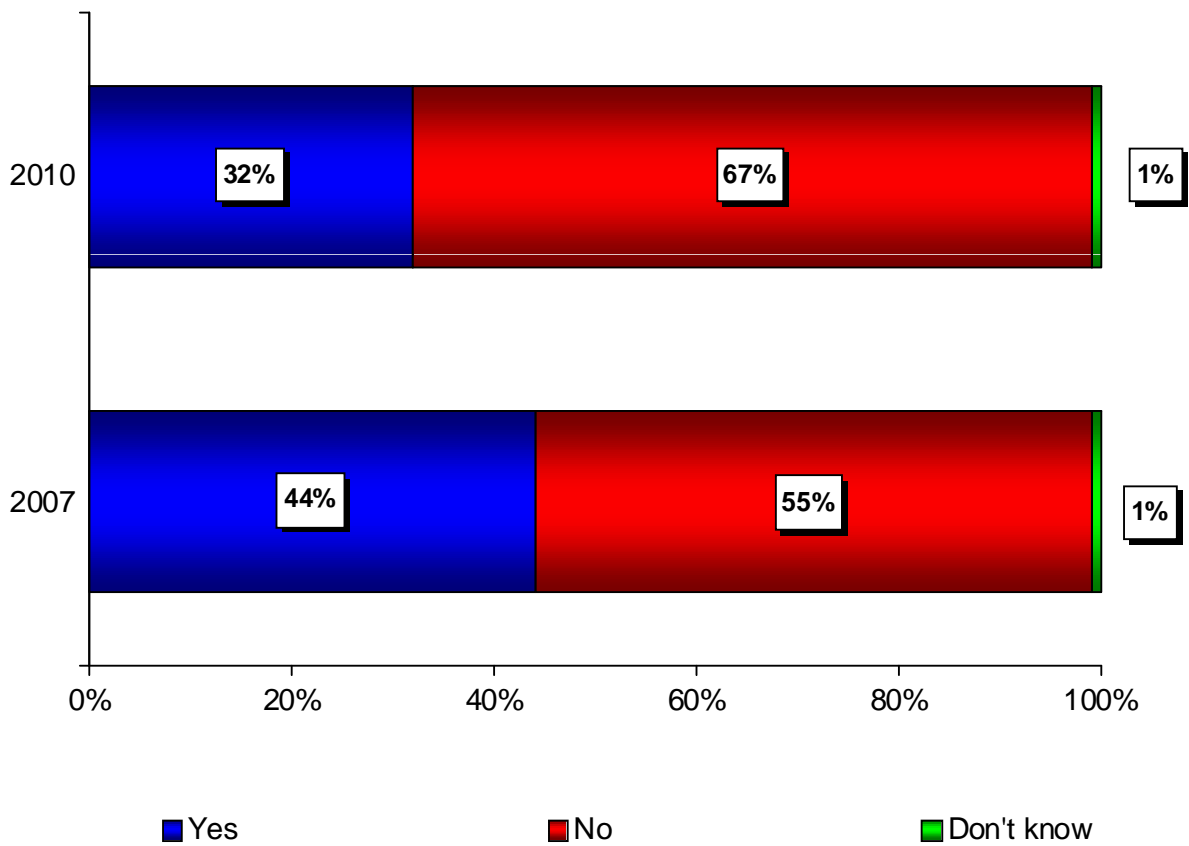
Respondents also rated their level of safety with respect to each of the following night time activities.

SAFETY RATING AREAS (Excluding not applicable responses)	2010	2007
	(Total safe rating – somewhat & very)	
Being at your residence	83%	80%
Being at your place of work	61%	61%
Driving	75%	64%
Walking in your neighborhood	63%	56%
Using public transit	38%	38%
Being in public parks or other public places	33%	25%

While respondents continue to have a lower sense of safety conducting the same activities at night there were nonetheless improvements in five of the six categories compared to 2007.

Contact with Police

“Over the past 12 months have you had any contact with a Greater Sudbury Police officer for any other police related matter?”



A total of 32% of business respondents have had contact with a Greater Sudbury Police officer in the past 12 months compared to 44% in 2007

Respondents that had requested assistance were asked to rate their Police Service contact in the following series of areas.

RATING ASSISTANCE / CONTACT	2010	2007
	(Total positive rating)	
Being courteous and professional	84%	82%
The officer's ability to handle the situation	78%	75%
Overall quality of the police service received	75%	73%

Most businesses that have had contact with the Police continue to be satisfied especially for them being courteous and professional.

When asked why they were satisfied with the overall quality of the service received 17% (n=4) said they were happy, 13% (n=3) did that they a good job, 13% (n=3) that it was a good experience and 8% (n=2) cited professionalism. 33% (n=8) had no opinion or were unsure.

Those dissatisfied or neutral (neither satisfied nor dissatisfied) claimed a lack of professionalism (n=1), that there was no follow up (n=1), they were rushed (n=1) and that the situation could not be helped (n=1).

In addition, a new series of questions were asked to those that have had contact with the Police Service.

RATING ASSISTANCE / CONTACT	2010 (Total positive rating)	2007 (Total positive rating)
When calling the police by telephone to either report an incident or get in touch with a specific officer or department for assistance	72%	71%
The length of time for police to respond to your call	69%	65%
Overall satisfaction with the police that handled your call	66%	75%
The officer in following up with you after the initial investigation to provide additional information / updates on the status of their investigation	50%	36%
The level of service you received when visiting the CGS Police Headquarters and attending one of our service counters	44% (50% did not know)	43%

With the exception of overall satisfaction, ratings areas either remained stable or improved since the last survey.

After rating their overall quality of the handling of the call, respondents were then asked to explain why they provided their rating. The most named reason for being satisfied was that they had a good experience (19% n=14), followed by being helpful (14% or n=3), quick (14% or n=3), while 14% (n=3) did not know.

On the other hand those that provided a 1-3 rating (very dissatisfied, dissatisfied or neither satisfied nor dissatisfied) said that the police did not do much (n=2), that they were not taking the time to help (n=2), while there was one comment each of there being no follow up, a long response time, a lack of priority and do not know.

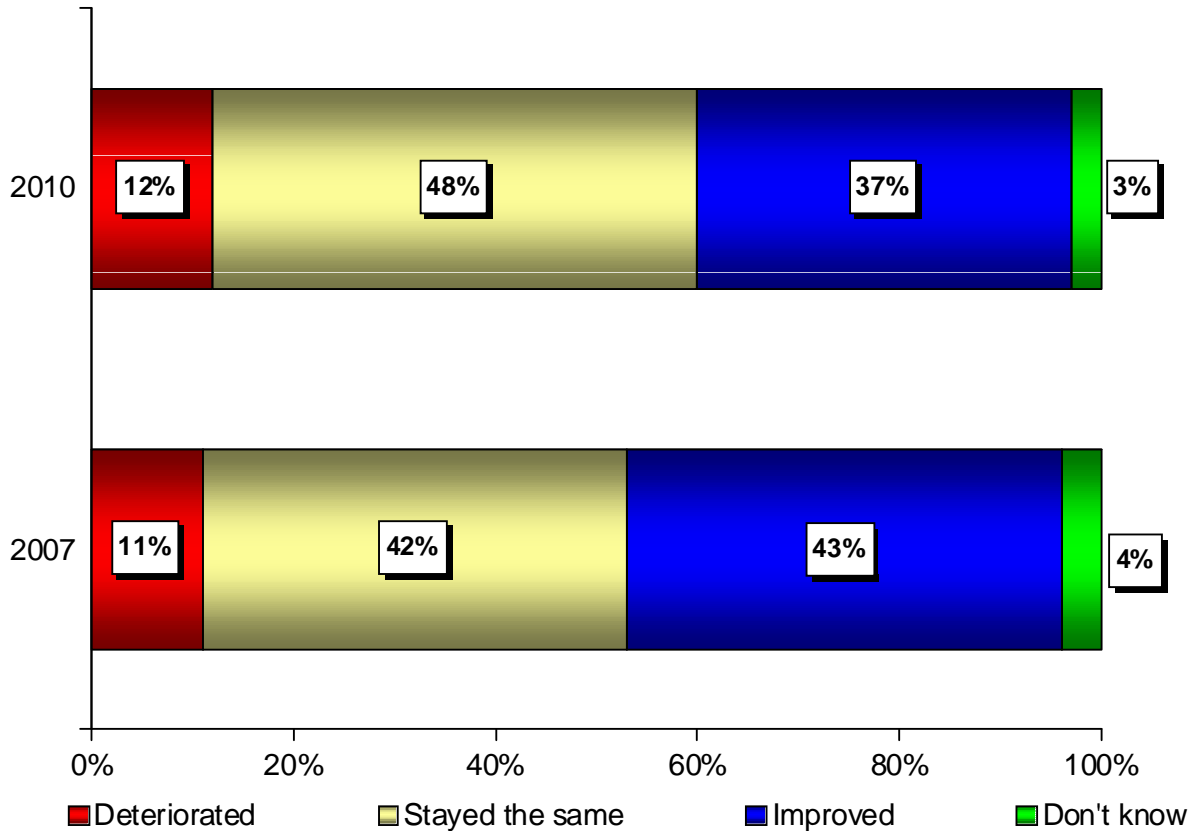
Rating the City of Greater Sudbury Police

All business respondents were asked to rate the Greater Sudbury Police Services in each of the following areas.

PERFORMANCE RATINGS	2010	2007
	(Total positive rating –good & very good)	
Patrolling in police vehicles	69%	64%
Treating people fairly	68%	72%
Overall quality of service	68%	69%
Being accessible	67%	70%
Being approachable and easy to talk to	66%	82%
Enforcing the law	65%	78%
Helping victims of crime	59%	59%
Working with residents to solve local crime	58%	60%
Enforcing traffic laws	55%	72%
Responding promptly to emergencies	53%	69%
Investigating crime	51%	59%
Preventing crime	49%	55%
Responding to inquiries and non-emergency calls	43%	49%
Relations with different cultural communities	41%	46%
Police presence in local schools	39%	50%
Patrolling on foot or by bicycle	24%	28%

The Greater Sudbury Police rated highest in 2010 for patrolling in vehicles, treating people fairly, for their overall service, being accessible, approachable and for enforcement. Ratings were lowest for bicycle patrols. It should be noted that a high number of respondents responded do not know to presence in schools (40%) and for relations with different cultural communities (36%).

“Overall, would you say that the **quality of police service** in the City of Greater Sudbury has improved, stayed the same, or deteriorated in the last three years?”

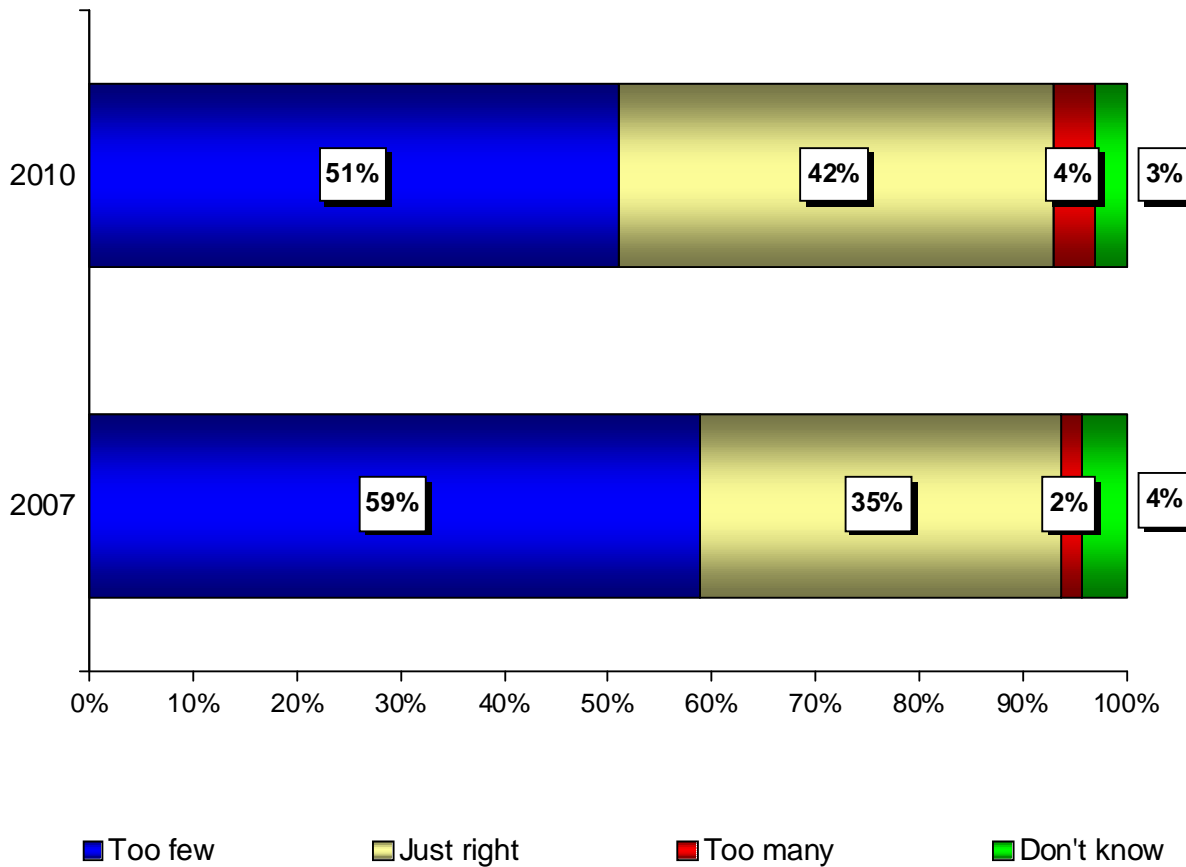


37% of businesses also feel that the quality of police service has improved in the past three years down 6% over 2007 and 48% stated things have stayed the same up 6%. Only 12% were of the belief that the quality of service has deteriorated almost the same as 2007 (11%).

In addition, 51% of businesses surveyed were of the opinion that there are too few police that they see in the City (62% in 2007), 42% said there are just the right amount (34% in 2007), only 4% (same as 2007) too many and 3% did not know (same as 2007).

When asked what could be done to improve police service, 27% said have more patrols and police visibility, 7% hire more officers, 6% more traffic enforcement, 4% public awareness and 3% named each of accessibility, improved response time and drug enforcement. 33% had no opinion.

“Do you believe that there are too many **front line police officers** in your area, too few or just the right amount?”



Fewer businesses (-8%) now feel that there are too few officers in their area compared to 2007.

In addition, 47% of those interviewed said that they would support a municipal tax increase if the funds were to be used specifically to enhance the number of officers employed by the Greater Sudbury Police Service as did a high 59% in 2007.

Victims of Crime

- 31% of those interviewed said that their organization or someone at it had been a victim of crime in the past 12 months.
- Among victims, a total of 77% had the crime committed to property and 23% to a person. In addition, 45% of these crimes occurred at the workplace, 42% at home and 13% elsewhere in the community.
- 81% of victims reported the incident to the Greater Sudbury Police.
- Among those that contacted the Police Service:
 - 64% said an officer attended in person
 - 69% were satisfied or very satisfied with the length of time for the Greater Sudbury Police to respond, 6% were dissatisfied and 25% had a neutral opinion (neither satisfied nor dissatisfied).
 - When asked about their expectations as to how long it should take for police to arrive, 44% said between 1-10 minutes, 6% within 21-30 minutes, 6% within an hour, 13% within 2 hours, 13% within 12 hours and 19% were unsure.